

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How to get your site a top ranking in Google

By Paul Bliss

How to get your site a top ranking in Google by Paul Bliss

It's the new American dream. Your website appears in a top spot on Google for your chosen keyword. Next thing you know, orders start coming in faster than you can handle, and you are rolling in the money. If only it were so easy, right?

Well,

It can be done. I've done it many times in many different industries. There is no secret, but rather, it's just knowing what to do. I've made just about every mistake one can make with a website, but I learned from every setback. If you were only allowed to do one thing to get ranked for your site in Google, without a doubt, all you'd need to do is get links for your site.

Yes, there are many other factors involved in getting your site to a top position. But this is the most powerful way as of this writing to get a top spot in Google. It's not just enough to have links pointing to your site, but you need to have your keyword "anchor linked" to your site. Anchor linking is when you use your keyword phrase as the click-able text for a link. So, instead of saying "Click Here", you would use "Widgets" as the link text.

Now, another point of consideration is determining what keyword/phrase you want to use to get your site found. Most times, people impulsively choose a one word phrase. While this would be a great way to bring traffic to your site, would it bring targeted traffic, with people looking specifically for your product or service? Most times when people type in a one letter keyphrase, they are in the beginning of their search.

They may type in "Shoes", but are really looking for "Running Shoes". So, if you have a top ranking for shoes, do you serve that user's needs? Maybe, but they may also be looking for dress, casual, Women's, Men's, Children's, athletic, girl's, boy's, etc. This is why when you begin to optimize your site, you should focus on more targeted keyword phrases.

How to get your site a top ranking in Google

Suppose you sell a certain brand name of dress shoes. For this example, we'll call the famous brand XYZ. So, by getting anchor links as "XYZ Dress Shoes", you are already eliminating those users who are looking for another brand or line of shoe. Next, you need to make sure that the page that gets linked contains the on the page content with "XYZ Dress Shoes". If you would link to a page without relevant content, Google would view this link as possible spam, or more appropriately, irrelevant content.

Now, once you have compiled your list of keywords, you need to see which one are searched on the most. The best tool for this is WordTracker, and it is worth the tiny fee you need to pay to have access for one day. There are also free tools online that you can use, but WordTracker will give you the most accurate results.

Once you have run through your list of all your keywords, the obvious choice is to pick the ones with

the highest amount of searches (and content relevant to your site!). The next step is to then begin the process of a link campaign. Now, I can already hear you complaining about doing a link exchange. This is only 1/3 of your campaign. The ideal method is to not only engage in a reciprocal link exchange, but to also engage in strategic linking.

Strategic linking is when you get a link to your site without having to return the favor. What's the best way to do this? Write an article just like this one. If I get one website to use this article and have it point to my site, I've just created another link to my site. Pretty easy, eh?

Since you have now engaged in a linking campaign, you should expect to see results in Google in as little as 4 days, and as far as 6 months. All of this is determined by where your links are coming from, and the popularity of the site from which the link came. Next, you need to get as many links as you can pointing to your site with your popular keyword phrase anchor linked to your site.

As I mentioned before, there many other factors that will only enhance your rankings in Google, but the implementation of a link campaign is the strongest method to get your site to a top ranking!

-To your online success!

Paul Bliss

Paul Bliss is a leading authority in the emerging field of search engine optimization. Paul has more than four years experience in the field and has produced some truly amazing results. Email Paul at pbliss@seoforgoogle.com or visit his site at: <http://www.seoforgoogle.com>

web page building for beginners 4

By Ted Dupuie

Page ranking by search engines such as Google are not only overrated but unusually explained by

How to get your site a top ranking in Google

"experts" in the SEO field. SEO stands for search engine optimization and is needed to get your website placed at the top of a web search. I have no truck with someone wanting to get their pages placed in the number one or two spot from a search, but page ranking has nothing to do with that whatsoever and I can assure the reader that I can prove this to anyone with a computer. In fact, if you will just do a search for "writing critic" you will find

near the top and since I own

that site, I can explain to everyone how it got there and why. But at one time, I had four out of the top five spots on Google for this very same search. And by the way, my pages had no rank at all when they were first placed in the top positions by Google and Yahoo!

Let me explain that first of all, nobody ever does a search for the keywords writing critic, and getting a top position isn't all that hard because the ranking Google uses just doesn't count the keywords as anything very important. Next let me explain that if you do a search using the one keyword "online" that the competition is out of this world with over a half a billion pages coming up on Google or Yahoo. Then let me tell you that to be listed at the top of that search you will have a ranking of ten, the top ranking Google has to offer. It doesn't take a genius to figure out that the ranking numbers you have are classification numbers based on competition in the field for the keyword and it is the way Google, and I'm sure other engines and directories, weed out the pages that need not be brought up at the time of the search. My point is, that it is useless to try and get a ten ranking on a website that sells toilet paper, because first of all there is no competition, and secondly Google wouldn't waste their time ranking your site that high just to mess up their indexing methods.

So forget ranking unless you know what the rank of the competition has and use that as an ultimate goal for your perfectionist ideas, but do not count on it meaning everything I hear it is supposed to. Most of the thinking on this subject is ludicrous, and can be proven by doing some simple searches. I find that many searches bring the number one site in with a seven ranking while the next site down is ranked five, then a four, then a zero and the next a six, five, seven, etc. Google is famous for mixing in small players with big boys and African sites with Chinese to give the researcher the best shot at satisfaction. And I like that, as apposed to Yahoo's last five hundred URL's being owned by one company. I have written complaints of spamming to Yahoo, but have never seen anything done about it, while Google does a fair job of weeding out the bums that try to ruin it for the rest of us.

This article can be copied and reprinted anywhere as long as it is intact and includes the author's bio

Ted Dupuie owns a home based publishing company that only publishes his work, which includes diets, an investment strategy, and 8 websites, plus a family newsletter. He is also a writing critic with top ten placement on Google and Yahoo!

—

—

This article can be copied and reprinted anywhere as long as it is intact with the author's bio.

web page building for beginners 4

Are You Cashing in On the Little Known Opportunity in Yahoo?

Alert marketing – Get Google search results by e-mail

The Google Adwords Ranking Algorithm Simplified

Triple Your Website Traffic Every 90 Days!

Google Site Map Maker

Fax Reaper Pro Software

Page Rank Explorer Pro

7 Ways to get Great Links to your Website

Email Spider Software



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!